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(54) Title: ORGANO-CLAY COMPLEXES

(57) Abstract: The invention provides a process for the preparation of a pigment which is an organo-clay complex comprising introducing an aniline derivative acidified by hydrochloric acid and a secondary aromatic compound into a smectite mineral and treating the same with sodium nitrite solution whereby an azo-dye compound is obtained in the interlayer space of the clay to form pigmented particles.

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